

2024 September Market Study

# Next-Generation Omnichannel CX



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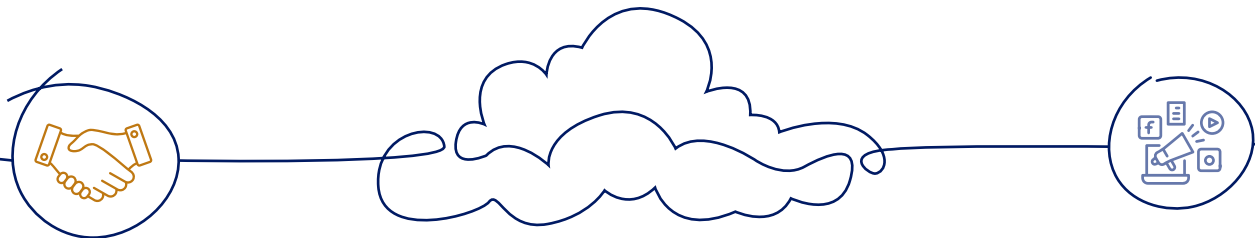
There is a wide gap between rhetoric and results. Dialogue around omnichannel engagement perfectly underscores this sobering reality.

Customer contact leaders have spent more than a decade discussing the importance of “serving customers on their own terms” and connecting all touch points in a “seamless, end-to-end journey.” Despite these calls, most customer experiences – and internal contact center operations, for that matter – remain deeply fragmented. Year after year, **CCW Digital’s Consumer Preferences Survey** reveals the startling commonality of burdensome, impersonal, disconnected service experiences.

But customers are not tempering their expectations – and why should they? They routinely use a multitude of channels in their everyday lives; why should they not have the ability to seamlessly use them in a customer support context? They share more information than ever with businesses; why should that information not inform more relevant, anticipatory journeys? They hear businesses preach the importance of customer centricity; why should they not expect consistent excellence at every touch point? They encounter the occasional business that *does* get it right; why should they not expect all to meet that standard?

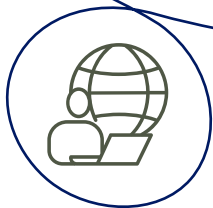
If anything, the standard for omnichannel is only growing. As a result, brands cannot simply address lingering challenges and inhibitors and call it a day. It is imperative for them to take their customer contact operations to the next level.

What will it take to deliver this next-generation omnichannel experience? What factors are standing – and will potentially stand – in the way of success? What considerations will help brands unlock the full potential of an omnichannel framework? The product of exclusive CCW Digital research, this Market Study has the answers.



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## Methodology & Demographics

To define the next-generation approach to omnichannel experiences, CCW Digital conducted a survey in September 2024. The survey polled contact center, customer experience, marketing, information technology, and operations leaders on their biggest challenges, opportunities, and priorities when it comes to delivering exceptional customer journeys. Respondents represented companies from all size ranges and most major industries.

Example job titles included director of customer experience, head of contact center support, vice president of operations, customer support manager, chief operating officer, head of customer experience and operations, director of support services, director of guest experiences, senior vice president of customer success, associate vice president of client experience, and director of consumer care.

## About the Author

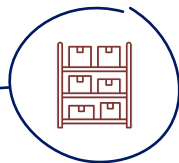


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Brian Cantor is the principal analyst and director for CCW Digital, the global online community and research hub for customer contact professionals. In his role, Brian leads all customer experience, contact center, technology, and employee engagement research initiatives for CCW. CCW Digital's articles, special reports, commentaries, infographics, executive interviews, webinars, and online events reach a community of over 170,000.

A passionate advocate for customer centricity, Brian regularly speaks on major CX conference agendas. He also advises organizations on customer experience and business development strategies.



## Key Findings

- 1 Amid the digital transformation, customer expectations are rising. The overwhelming majority of businesses believe customers are developing higher standards for personalization and speed of answer.
- 2 When it comes to achieving “omnichannel,” 40% believe connecting touch points is more important than being available everywhere. About 20% say the opposite, while 35% believe both are equally essential.
- 3 Transparency and autonomy are essential in the omnichannel age; 3-in-5 contact center leaders believe brands should provide customers with a full list of available channels – and let them choose where to start.
- 4 Digital channels may be inherently “lower touch,” but that does not mean they can be devoid of empathy and humanity. Nearly 60% of contact center leaders believe conversational personalization is pivotal throughout the customer journey.
- 5 Nine-in-ten businesses acknowledge the enduring importance of agents, but they are split on whether they actually have to be available, at all times, in all channels.
- 6 Omnichannel is not yet a reality; the majority of businesses reveal that their experiences impose inconsistencies, repetitive questions, and channel support limitations upon their customers.
- 7 Those customer experience issues are a direct reflection of a fragmented contact center environment. The majority of businesses do not provide agents with a 360-degree view, and many cite strategic isolation between the teams responsible for different channels and/or parts of the customer journey.
- 8 To reach the next-generation of omnichannel engagement, many brands plan to invest in better analytics solutions, leverage AI across different channels, rethink authentication, redevelop journey maps, and harness the power of cloud contact center solutions.
- 9 Acknowledging what new channels, customer behaviors, and experience expectations mean for workflow, many businesses plan to overhaul their agent training and/or development.
- 10 To thrive in the omnichannel age, most companies will prioritize intelligent routing and data harmonization projects. And though they may be aware of the “serve customers on their terms” recommendation, many acknowledge the value of right-channeling customers in at least some situations.



## Next-Generation CX: How Customer Expectations are Transforming

Promises of “digital transformations” and “omnichannel revolutions” do more than simply fuel customer experience whitepapers and conferences. They drive business decisions and journey orchestrations, while meaningfully reshaping consumer expectations.

As they confront these rapidly evolving expectations, businesses gain clearer insight into their current shortcomings – and their future imperatives.

One of the most crucial imperatives will be elevating the engagement standard across all contact channels. Over the next 1-2 years, a whopping 92% of businesses believe that customers will develop a higher standard for “personalization” as they move throughout the journey. An identical percentage believe customers will begin to expect faster responses in asynchronous digital channels like email and messaging.

To put it simply, brands believe consumers are increasingly wanting a best-of-all-worlds scenario. Rather than choosing between personalization or expediency, or between asynchronous and real-time conversations, they want excellence wherever or however they communicate. Just because digital can be more concise does not mean it *should* contain less recognition or empathy. Just because messaging allows customers to start and stop conversations does not mean businesses *should* deprioritize their own response rates.

Other greatly anticipated changes include a higher success rate in digital and self-service options (85%), more emotional conversations when customers do escalate to live phone agents (84%), and more effective proactive communication (84%).

**Over the next 1-2 years, do you expect any of the following transformations in customer behaviors/expectations?**

■ Yes ■ No

Customers will expect faster response times in asynchronous channels like email, social, and messaging



Customers will expect more personalization/recognition since they will be “logging in” and sharing information at digital touch point



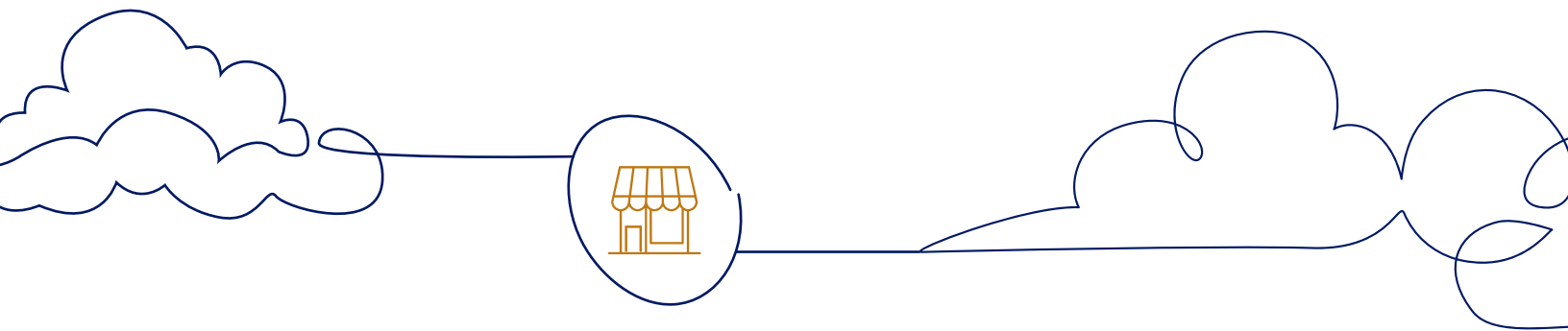
Customers will successfully resolve more issues in digital/self-service, reducing inbound volume for phone agents



Because customers will start and sometimes struggle in digital/self-service, phone agents may deal with more emotional/heated calls



Customers will expect more relevant/valuable proactive communication and marketing offers







## Defining Omnichannel: Vision for Success

The evolving customer expectations reflect a “best of both worlds” approach to success. By offering more “full-service” channels, brands can achieve faster response times, better resolution rates, and more effective moments of truth. By connecting all channels, brands amplify personalization, create more fruitful escalations, and improve proactivity as customers move throughout the journey.

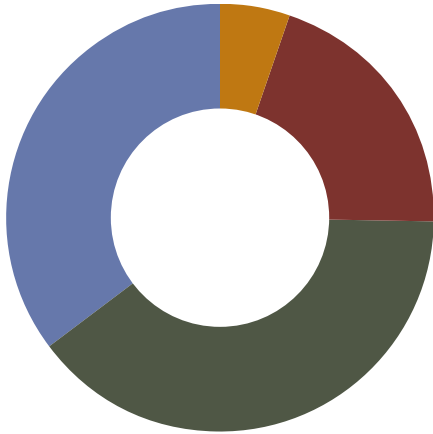
But while most businesses agree that breadth and unity are important, not all agree that they carry equal weight.

More than 39%, for example, believe that perfectly integrating a few channels is more important than offering many. Just over 20% say the reverse; that offering a wide array of channels is a more fundamental tenet of “omnichannel” than seamlessly connecting them.

About 35% say that both are completely essential, while 5% question the importance of omnichannel – and thus the value of either.



**Moving forward, do you think it will be more important to offer CX in most/all contact channels, or fully connect whichever ones you do offer?**



- **5.32%** Neither is essential; "omnichannel" is not a requirement moving forward
- **20.21%** It is more important to offer as many channels as possible, even if they're not all totally unified
- **39.36%** It is more important to perfectly integrate/unify channels, even if we only offer a few
- **35.11%** Both are completely essential - we must offer all channels and seamlessly connect them

**TRANSPARENCY ABOUT CHANNEL OPTIONS**

They may not feel pressure to *offer* all channels, but most businesses believe in empowering customers to choose between the ones they do offer.

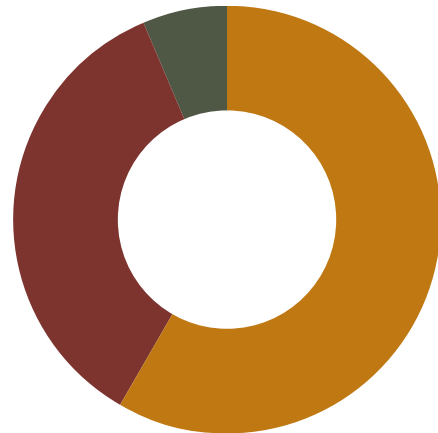
Nearly 59%, in fact, say it is important to be transparent about all channel offerings. The website should not hide certain channels or force customers to start in a particular environment before gaining access to additional contact options; instead, it should give customers immediate autonomy over where they go.

An additional 35% do not believe all channels have to be explicitly listed upfront, but they do believe customers should realistically be able to *access* all channels. Amazon embodies this approach; while it does not loudly advertise a customer support phone number, it does allow customers to request a call after navigating a self-service portal.

Against the backdrop of these statistics, it is worth recalling CCW Digital's research that only 22% of customers feel they typically get to choose where an interaction takes place. And the majority specifically highlight difficulty contacting businesses over the phone.

Whether this speaks to brands not being transparent about all channel offerings or being too aggressive in eliminating them is unclear, but there is no denying the alarm of this statistic. If more than 9-in-10 businesses believe customers should have choice over how to engage, they have to provide more options – and better empower customers to make the desired choice.

**Do you believe it is important to transparently list all available contact channels on your website/mobile app/social channels?**



- **58.51%** Yes, we must list everything and let customers choose where to connect
- **35.11%** We must allow customers to engage in most channels, but we don't have to advertise everything upfront
- **6.38%** No, we can impose limitations on which channels customers can use

**THE POWER OF PERSONALIZATION**

On the one hand, digital communication – whether of the self-service or agent-led variety – is fundamentally lower-touch than phone or in-person options. It is more overtly built on the promise of speed and convenience.

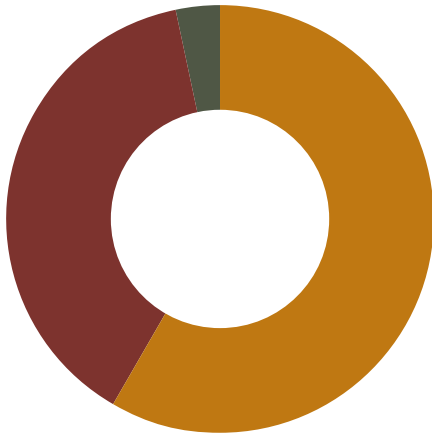
On the other hand, digital platforms enable businesses to better capture and leverage data about individual customers. A common premise of omnichannel, moreover, advocates for quality and recognition at every phase of the journey.

The latter arguments suggest that personalization should remain a priority as brands embrace a next-generation approach to omnichannel engagement. Today's leaders concur.

Believing that digital should never feel like a downgrade, 59% believe conversational, empathetic experiences are crucial at every phase of the journey. Just over 38% are less sold on the “conversation” requirement but still advocate recognition, tailored content, and personalized orchestration. Only 3% downplay the importance of journey-wide personalization in the omnichannel world.

If personalization is essential, then businesses must approach their omnichannel revolutions with three mindsets. First, they *must* capture and activate customer intelligence at all touch points. Second, they *must* commit to providing flexible, full-service resolutions in all channels. Third, they *must* commit resources to all channels, as human agents are – at least for the foreseeable future – better suited than AI for emotionally complex, off-script interactions.

**Do you believe it is essential to offer a highly personalized, conversational experience in all channels?**



- **58.51%** Yes, highly conversational, empathetic experiences are a priority throughout the journey
- **38.30%** We must always tailor content and recognize customers, but not every channel needs to be highly conversational/emotional
- **3.19%** No, personalization is only important in certain channels/contexts

**THE AVAILABILITY OF AGENTS**

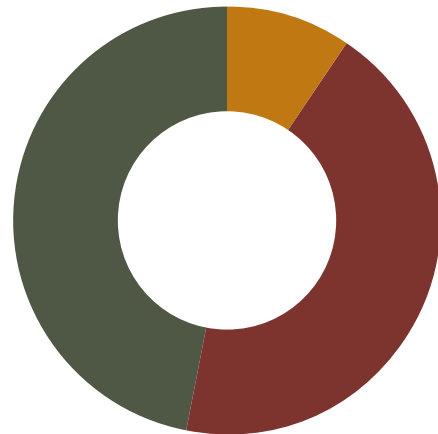
When it comes to the latter point, nine-in-ten businesses acknowledge the enduring importance of live agents throughout the omnichannel journey. Organizations are split, however, when it comes to defining just how accessible they need to be.

Whereas 47% believe customers should be able to access a live agent at all times in all channels, 44% believe context matters. They do not want to completely remove live agents from the equation, but they believe they can say “no” to a live agent escalation in certain situations.

The latter stance is certainly a pragmatic one; part of the appeal of AI-driven self-service is to provide off-hours support when agents are *not* available. If businesses need to staff every channel on a 24/7/365 basis, they lose some of the potential cost and efficiency benefits.

The former stance, however, may be a necessary short-term “hurdle” in order to grow self-service trust and utilization over the long-term. According to CCW Digital’s Consumer Preferences Survey, the #1 way to gain confidence in chatbots is to assure customers of an easy human escalation option. If customers use self-service knowing they *could* theoretically escalate, but then realize they do not actually need to do so, they will become more trusting of options like chatbots and IVRs. This will reduce agent reliance down the road.

**Do you believe customers should always be able to seamlessly access a live agent, no matter where they are in the journey?**



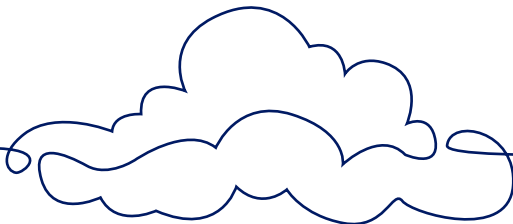
- **9.57%** No, live agents are not a requirement in 2024 and beyond
- **43.62%** Escalation to live agents is only necessary in certain channels/for certain issues/at certain times
- **46.81%** Yes, customers should have access to a live agent at all times, in all channels



## Still not a Reality: Omnichannel Continues to Elude Brands

Businesses are clear on what next-generation omnichannel *should* entail. It should emphasize seamless connectivity across a wide range of channels. It should prioritize high degrees of personalization and instant access to a human touch, while still emphasizing the speed and convenience associated with digital communication.

Unfortunately, their current experiences do not consistently meet this standard. CCW Digital's Consumer Preferences Survey revealed the commonality of issues like inability to engage in one's channel of choice, difficulty reaching a live agent, slow and high-friction journeys, and impersonal interactions. The survey also revealed the endurance of long-standing "pain points" like long wait times and repetitive questions, which also speak to the absence of seamless, efficient omnichannel communication.



Businesses are not *quite* as bearish when assessing their own experiences, but they still acknowledge clear weaknesses – and thus clear room for improvement.

Nearly 66% of customer contact leaders, for example, confirm the existence of inconsistencies across channels. These businesses cannot outright guarantee that what a customer hears or encounters from one agent or in one channel will mirror what they experience elsewhere in the journey.

Just shy of 61% acknowledge that customers will, at least occasionally, have to repeat information or reauthenticate as they move between channels. This type of disconnect is a direct, textbook affront to the idea of omnichannel engagement.

Other shortcomings include inconsistent agent availability and support hours across channels (58%) and discrepancies in resolution quality depending on where and how they interact (57%).

The slight majority of businesses *do* feel they empower customers to engage in preferred channels and receive personalized support, but the numbers are far from overwhelming. And insofar as actual consumers *strongly* disagree with these claims, it is clear that contact centers have work to do on these fronts as well.

**Do the following statements accurately describe the experience you deliver for customers?**

- Yes, this is 100% true of our CX
- No, this is not 100% true of our CX

Customers receive a highly personalized, empathetic experience in all channels



Customers always get to choose the channel in which they interact with our business



Customers can always get the exact same resolution or make-good, regardless of where or how they interact



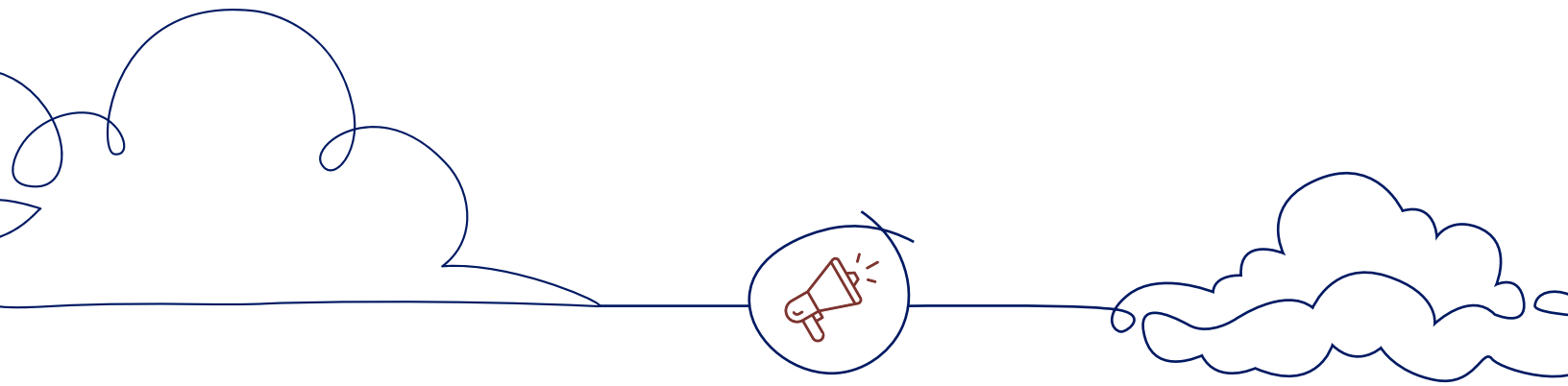
Customers can expect the same response times, support hours, and agent availability in all channels



Customers never have to repeat information or reauthenticate as they move between channels or agents



Customers never face inconsistencies in their journey; all channels and agents always share the exact same info

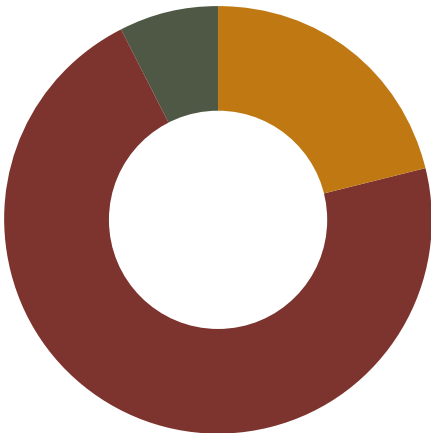


## FRAGMENTED OPERATION EQUALS FRAGMENTED EXPERIENCE

Though very disappointing, the sobering assessments are not surprising when one considers the reality of today's contact centers. The typical contact center – not to mention the overall customer experience function – is riddled with inefficiencies and inconsistencies. These backend challenges prevent brands from successfully delivering on the frontend.

A staggering 65% of contact center leaders, for example, concede that they do not consistently empower agents with a 360-degree view of customers and their journeys. Without that view, how are agents supposed to deliver seamless, personalized support that is cognizant of emotional context and absent any repetitive questions?

### Are your service, sales, marketing, and customer relations teams in total harmony when it comes to designing customer experience and communication strategy?



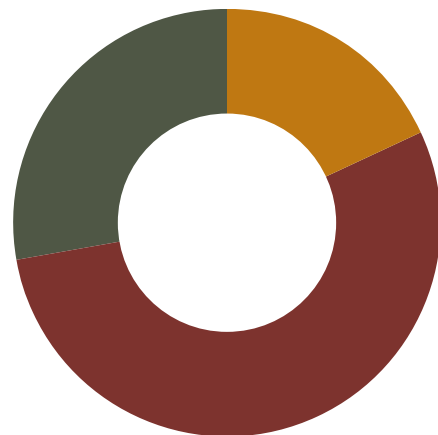
- **21.28%** No, these teams have their own goals and priorities
- **71.28%** There is some high-level unity, but each team still has some unique focuses
- **7.44%** Yes, all are completely aware of each other's work, and perfectly aligned on strategy

Granted, insofar as only 18% say they are consistently and successfully capturing and leveraging data from all channels, and 24% concede they are outright struggling to do so, the absence of that 360-degree view is a foregone conclusion. Without this intelligence, the possibilities of remedying pain points, eliminating friction, improving routing, or more accurately allocating resources also become massive long shots.

Not merely an issue with data, technology, and systems, fragmentation also exists at the strategic level. Only 7% of contact center leaders, for example, feel there is total unity across all customer-facing teams. More than 21% feel they have completely distinct goals and objectives, which is a recipe for inconsistency.

The potential strategic misalignment also exists at the channel level; only 28% say all channels sit under one proverbial corporate "roof," with 18% confirming wholly distinct owners and decision-making structures for each channel.

### Do investments, decision-making, and strategy for your organization's various contact channels all sit with the same "team" (such as the contact center)?



- **18.09%** No, different channels have their own owners and decision-making processes
- **54.25%** We try to have a singular/unified strategy for most/all channels, but "ownership" of those channels technically sits with different teams
- **27.66%** Yes, one team makes all decisions/investments for every customer-facing channel





## Perfecting Transformation: Turning Omnichannel Aspirations into Customer-Centric Realities

In accepting a best-of-all-worlds vision of omnichannel, contact center leaders are acknowledging that there are no shortcuts when it comes to transformation.

In acknowledging struggles to even achieve *basic* unity of strategic priorities, customer intelligence, and channel offerings, contact center leaders reveal just how daunting such transformation will be.

Fortunately, many leaders are clear on the difficult nature of this journey. Consequently, they are vehement in their need to prioritize numerous investments, initiatives, and strategic shifts.

### CRITICAL SOLUTIONS AND INITIATIVES

Contact center leaders will prioritize numerous initiatives, with analytics tools ranking as the absolute top priority. A significant 84% of leaders plan to implement (or optimize implementations) of analytics tools capable of gathering data from across the overall customer journey, offering a logical response to the statistic that only 18% of brands are excelling at intelligence.

Other high-ranking priorities include leveraging AI automation to improve efficiencies across channels (82%), rethinking authentication and security to account for emerging channels (78%), rethinking journey maps and orchestrations for the omnichannel world (77%), and investing in or optimizing an omnichannel, cloud contact center platform (76%).

While AI promises numerous facets of improvement, the potential to improve efficiency across channels is *particularly critical* in today's landscape. Contact center leaders acknowledge the importance of providing access to an agent in all channels, and powerful automation investments will help to increase agent availability and capacity – and thus make this goal attainable.

Rethinking authentication carries a two-fold benefit. First, it involves businesses assessing their evolving channel mix and what the introduction of new touch points or communication styles means for security. Further, it involves businesses rethinking the way they go about authenticating customers, thus identifying any unnecessary friction or repetitive questioning throughout the journey.

With the introduction of new channels changing the way customers behave, rethinking journey maps is utterly essential. If there is a shock, it is that a non-trivial 23% of businesses curiously *do not* feel pressure to redesign their journeys.

A cloud contact center platform, obviously, represents a critical building block for aligning existing channels, while ensuring the seamless integration of future ones.

**Are any of the following steps/investments priorities in your pursuit of an omnichannel CX?**

■ Yes ■ No

Investing in/optimizing analytics tools capable of gathering insights from across channels



Leveraging AI automation to improve efficiency and availability across all channels



Rethinking authentication, fraud, and security processes to account for more channels



Rethinking customer journey maps and orchestration to account for new channels



Investing in/optimizing an omnichannel/cloud contact center platform



Recalibrating metrics to account for new channel mix and/or customer behaviors



Investing in/optimizing workforce management/forecasting to account for omnichannel's impact on volume



Investing in/optimizing CRM/CDP tools capable of providing a 360-degree customer view



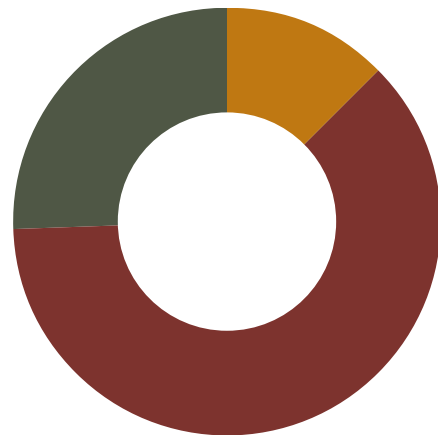
**REDEVELOPING THE AGENT TEAM**

The omnichannel revolution has clear ramifications for contact center agents. Notably, the introduction of new channels (coupled with the expectation that agents must be available everywhere) means that agents will have to internalize new communication fluencies. The goal may be to deliver the same *quality* of experience across channels, but insofar as communicating via text message is fundamentally different from communicating via voice call, agents will still have to learn new engagement principles.

The introduction of new channels and engagement options, moreover, will change the *types* of interactions agents have to handle. With customers increasingly relying on self-service for simple issues, agents will naturally focus on more complex ones. And insofar as some customers may escalate after *wasting time failing* in digital, these customers are increasingly likely to pair their complex demands with hostile attitudes. Empathy and de-escalation will, therefore, become more valuable.

Acknowledging this reality, more than 62% of contact center leaders say they will prioritize new training, while 26% will also retool their hiring practices. A mere 13% will maintain a status quo approach to personnel.

**Is the idea of “omnichannel” and the associated rise of digital CX impacting the way you hire and train your agents?**



- 12.77% No, “omnichannel” will have no impact on our approach to agent hiring and development
- 61.70% We are not notably changing our hiring, but we are training them on the nuances and expectations of different channels
- 25.53% We are changing our hiring and development to account for the rise of digital channels

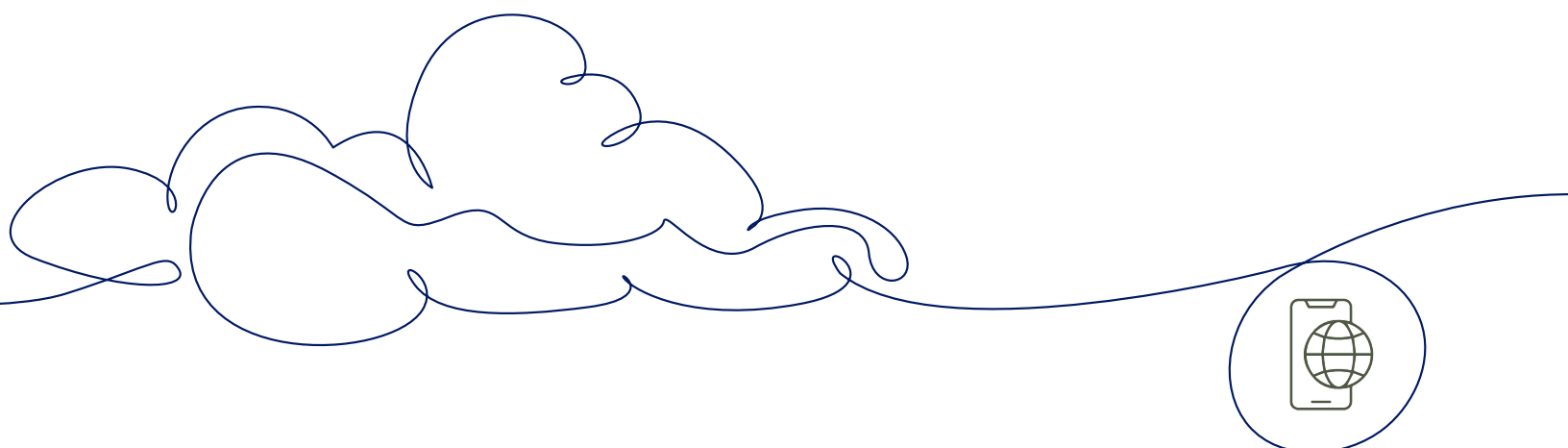
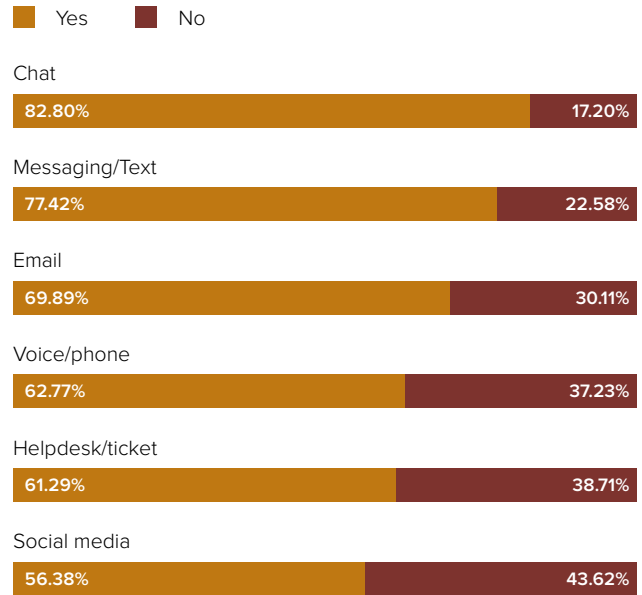


## DEPLOYING AI BOTS

Though the “chatbot” may be the most popular use case, AI driven self-service solutions exist for all major contact channels. And insofar as businesses identified intelligent automation as a top omnichannel priority, one would assume that businesses are looking beyond chat when devising ways to elevate self-service.

That assumption would be correct. Although chat is the *biggest* target for AI self-service investments (83% call it a priority), it is far from the only focus. More than 77% aim to deploy or optimize AI-driven bots in text and messaging conversations, and 70% plan to better leverage AI for automated email responses. AI solutions for phone conversations (63%), helpdesks (61%), and social media (56%), are also on the radar for many organizations.

### Over the next 1-2 years, do you plan to seriously invest in AI-driven bots/self-service experiences for the following channels?





## Process Priorities: Optimizing the Omnichannel Experience

By addressing lingering gaps and building the optimal omnichannel foundation, businesses will grant themselves a set of opportunities. They will be able to unlock a more actionable understanding of who their customers are and how they navigate through the journey. They will be able to leverage their different, yet still wholly connected, channels to create an experience that goes above and beyond. They will be able to more compellingly compete on the customer experience.

Granted, as they gain clearer insight into their journeys, they may also feel pressure to impose certain limitations and restrictions. They may need to develop new standards and practices. They may also want to condition customers to behave in a certain way.

### HARMONIZING DATA IN AN OMNICHANNEL WORLD

Recognition is a pivotal tenet of the customer experience. It communicates human appreciation to the customer, while also enabling the business to deliver more relevant, anticipatory support and sales messaging.

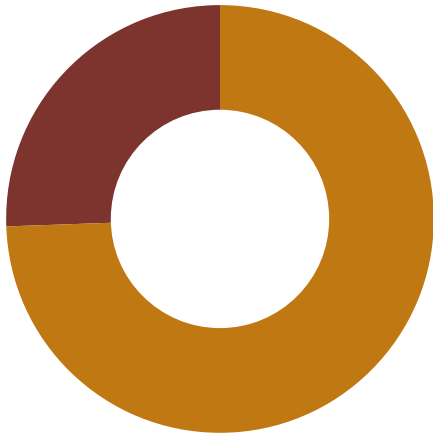
As channel options grow more plentiful and journeys grow more complex, achieving this level of recognition becomes more difficult. Even identifying a single customer, let alone understanding every nuance of their journey, can become a tall order.

The burden of achieving this recognition, of course, says nothing of the need to *reconcile* cross-channel data to be aware of potential contact restrictions. After all, if a customer vehemently opts out of communication in one channel, freely contacting them elsewhere would be a bad move.

Aware of these realities, 74% say that “data harmonization” is a major priority for the next 1-2 years. Instead of viewing customers as “interaction moments,” their goal is to recognize them as *individual humans* whose journey should consistently become more frictionless, personalized, predictive, and proactive.

Achieving this harmonization will, of course, require the right combination of customer intelligence, CRM and CDP systems, and strategic alignment between customer-facing stakeholders.

**Over the next 1-2 years, will you prioritize plans to “harmonize” customer data across channels, ensuring customer profiles, opt-outs, “do not call lists,” etc are unified across all teams and touch points?**



74.47% Yes, this will be a priority  
25.53% No, this will not be a priority

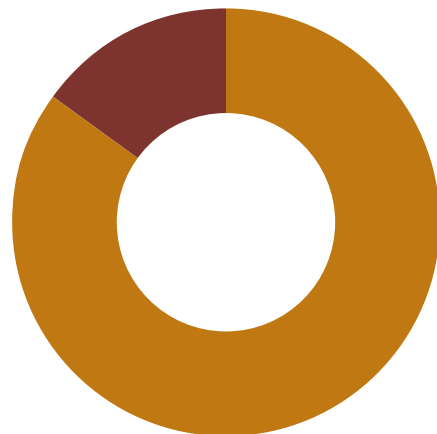
**REDIRECTING INTELLIGENT ROUTING**

Intelligent routing is far from a new concept, but historical contact center limitations have prevented it from becoming a practical one. If only a few agents in a few channels were even theoretically capable of solving a customer’s problem, then there were not many practical options for “intelligently routing” that customer. That customer was going to end up speaking to the phone agent assigned to their type of issue – even if that phone agent was not a uniquely compelling match for the customer.

But as brands work to realize the next-generation omnichannel standard, they create the requisite optionality. Suddenly, high-quality agents will be available in *all* channels. And because of the “AI for simple issues, agents for complex ones” dynamic, brands will empower agents to develop more topic mastery – and lean into more uniquely “human” skills and personality traits.

This increases the likelihood of a meaningful “match” between customer, channel environment, and agent. A whopping 85% of brands plan to lean into that match, identifying “intelligent routing” as a priority for the next 1-2 years.

**Over the next 1-2 years, will you prioritize plans to “intelligently route” customers across the journey, using meaningful data (such as issue complexity, sentiment, or personality) to get them to the right agent or channel?**



85.11% Yes, this will be a priority  
14.89% No, this will not be a priority

## IS RIGHT-CHANNELING THE RIGHT APPROACH?

Most recognize that the customer is not *truly* always right. With comparatively less insight into companies' operations frameworks and innovation strategies, they will not always know the best channel to select or the absolute best outcome to pursue.

Against the backdrop of this notion, *right-channeling* makes a lot of sense. If a brand knows that a customer will save time and/or receive a better resolution in a given channel, why would they not direct customers to that touch point? And if they know that a particular conversation is impossible in a given channel, how could they afford not to offer such direction?

However, right-channeling does ultimately involve ignoring or rejecting a customer's preference. The fact that a business may be technically right about its recommendation does not mean it will feel right to the customer.

Naturally, this means there will be some ambiguity about the idea of right-channeling in the contact center of the future. Most businesses, nonetheless, believe it is appropriate in key use cases.

A substantial 88%, for instance, support right-channeling when an issue is too complicated for a given channel. This approach is a rather intuitive and customer-centric one; if a challenging issue would require a customer to spend 15 minutes unproductively circling through a bot or IVR, then self-service ceases to be the most efficient or convenient option (and thus does not live up to its billing). Directing them to an agent who could solve their problem in 5 minutes, though perhaps not their instinctive "preference," is a beneficial thing to do.

Just shy of 63% would also right-channel in the opposite case – when the issue is too simple for a particular channel. There is obviously logic to this approach – why let a customer waste time asking a phone agent about a password reset or payment due date – but it is also more fundamentally controversial. When customers actively choose to speak to a phone agent, they are saying they specifically value the human touch – or at least do not trust a bot or digital agent to solve their problem. By not offering said human touch, brands would be more directly rejecting a customer's preference. Overcoming that sense will likely require new customer education and conditioning.

Another common use case concerns necessity; 80% say they would right-channel due to compliance or data limitations. Businesses may not have a choice to honor customer preferences in these cases, but smart ones *will choose* to educate customers on the situation. They, moreover, will use the interaction as an opportunity to establish trust with the customer: "we are relocating you *because* we so greatly value your data and privacy."

Practical limitations are another popular driver; 74% will right-channel when customers want to engage outside of standard support hours, and 71% will do so if there are particular accessibility needs.

Granted, neither of these limitations needs to be inevitable. If customers are consistently choosing a given channel outside of business hours, at what point does the business have some responsibility to more thoroughly staff that channel? And if customers with accessibility needs want to engage in a given channel, at what point should a customer-centric business work to bring the requisite assistance and experience to that environment?

### Do the following statements accurately describe the experience you deliver for customers?

- Yes, it is OK to right-channel
- No, it is not OK to right-channel

If we believe the issue is too complicated for a certain channel



If there is a compliance or data privacy/security concern related to the issue or channel



If customers want to interact outside of standard business hours



If the customer has certain language or accessibility requirements



If we believe the issue is too simple for a certain channel (don't want our live phone agents handling "password resets," etc)



If we are dealing with too much volume / unexpected issues in a given channel



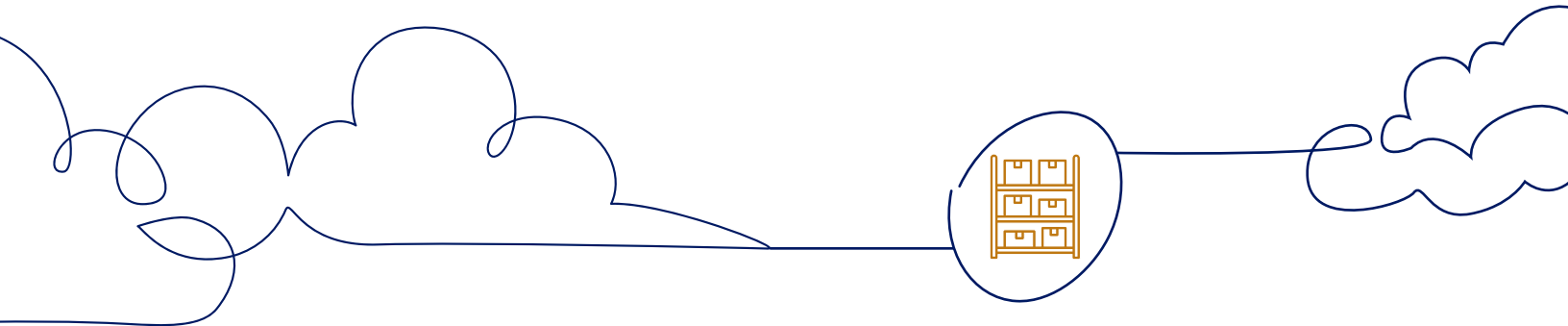
If we are dealing with new customers who may not know our system/journey



## Appendix

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-  [Generative AI Practical Applications for the Contact Center](#)
-  [G2 Summer 2024 Report for Contact Center Operations](#)



## 2024 Editorial Calendar

### JANUARY

**Future of Contact Center Employees**

### APRIL

**State of Generative AI**

### JUNE

**CX Trends, Challenges & Opportunities**

### AUGUST

**Modernizing Service Experiences  
With AI & Digital**

### SEPTEMBER

**Next-Generation Omnichannel CX**

### NOVEMBER

**Future of the Contact Center**

### FEBRUARY

**Future of Contact Center Employees**

February 27-28

### MAY

**State of Generative AI**

May 21-22

### JULY

**CX Trends, Challenges & Opportunities**

July 16

### AUGUST

**Technology vs. Humanity in the  
Contact Center**

August 13

### SEPTEMBER

**Modernizing Service Experiences  
With AI & Digital**

September 10

### OCTOBER

**Customer Trust & Data in the Digital Age**

October 15

### NOVEMBER

**Knowledge Management & Agent Assist**

November 12

### DECEMBER

**Future of the Contact Center**

December 10

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